1. A consumer product package comprising:

a foldable blank having at least one panel, said foldable blank forming the product package when folded; and

a transferrable image printed onto said at least one panel, said transferrable image capable of being transferred thermally from said panel to an image carrier.

2. The consumer product package of claim 1 wherein said transferrable image includes at least one sublimation dye.

3. The consumer product package of claim 2 further comprising:

a visible image overlaid with said transferrable image.

4. The consumer product package of claim 3 wherein features of said visible image are registered with corresponding features of said transferrable image.

5. The consumer product package of claim 3 wherein said transferrable image includes at least one sublimation dye and said visible image includes at least one printing ink.

6. The consumer product package of claim 3 wherein said transferrable image includes a plurality of sublimation dyes each of a different color and said visible image includes a plurality of printing inks each of a different color, each of said plurality of sublimation dyes coordinated spatially with one of said plurality of printing inks.

7. The consumer product package of claim 6 wherein said transferrable image is gray balanced.

8. The consumer product package of claim 7 wherein said visible image is gray balanced.

9. The consumer product package of claim 2 wherein said visible image and said transferrable image are applied to said at least one panel with a total thickness ranging from about $10^{-6}$ lbs/in$^2$ to about $10^{-5}$ lbs/in$^2$ solid coverage.

10. The consumer product package of claim 2 wherein said transferrable image is gray balanced.

11. The consumer product package of claim 1 wherein said at least one panel is positioned inside of said foldable blank after said foldable blank is folded to form said product package.

12. The consumer product package of claim 1 wherein said at least one panel has a visible side and a non-visible side opposite said visible side after said foldable blank is folded to form said product package, said transferrable image being located on said non-visible side.

13. A promotional item for a consumer product package having a panel, comprising:

a transferrable image printed onto the panel, said transferrable image capable of being transferred thermally from said panel to an image carrier such as a fabric article.

14. The promotional item of claim 13 wherein said transferrable image includes at least one sublimation dye.

15. The promotional item of claim 14 further comprising a visible image having features registered with corresponding features of the transferrable image.

16. The promotional item of claim 15 wherein said transferrable image includes at least one sublimation dye and said visible image includes at least one printing ink.

17. The promotional item of claim 15 wherein said transferrable image includes a plurality of sublimation dyes each of a different color and said visible image includes a plurality of printing inks each of a different color.

18. The promotional item of claim 17 wherein said transferrable image is gray balanced.

19. The promotional item of claim 18 wherein said visible image is gray balanced.

20. The promotional item of claim 15 wherein said visible image and said transferrable image are applied to said at least one panel with a total thickness ranging from about $10^{-6}$ lbs/in$^2$ to about $10^{-5}$ lbs/in$^2$ solid coverage.

21. The promotional item of claim 13 wherein said transferrable image is gray balanced.

22. A method of applying an image to a consumer product package, comprising:

blending a printing ink with a sublimation dye to form a blend; and

applying the blend of the printing ink and the sublimation dye in a pattern consistent with the image onto the consumer product package.

23. The method of claim 22 further comprising:

blending a plurality of printing inks with a plurality of sublimation dyes to provide a plurality of blends; and

applying the plurality of blends in a pattern consistent with the image onto the consumer product package.

24. The method of claim 23 wherein the relative proportion of the printing ink to the sublimation dye in the each of the plurality of blends is adjusted so that the pattern is gray balanced.

25. The method of claim 24 wherein a total film thickness of the plurality of blends, after all blends are applied onto the consumer product package to form the pattern, is in the range of $10^{-6}$ lbs/in$^2$ to $10^{-5}$ lbs/in$^2$.

26. The method of claim 22 wherein applying the blend is performed by at least one of rotogravure, lithography, screen, silkscreen, and flexography.

27. The method of claim 22 wherein the pattern is applied to the consumer product package with a total thickness of the blend ranging from about $10^{-6}$ lbs/in$^2$ to about $10^{-5}$ lbs/in$^2$ solid coverage.

28. A method of promoting a product or an organization, comprising:

providing a transferrable image on a panel of a consumer product package; and

transferring the transferrable image thermally from the panel of the consumer product package to a substrate.

29. The method of claim 28 wherein the transferrable image is formed from sublimation dyes, and the transfer of the transferrable image further comprises:

placing the panel carrying the transferrable image in contact with a substrate; and

supplying heat energy to the transferrable image sufficient to sublimate the sublimation dyes to form vapors that transfer the image to the substrate.

30. The method of claim 29 further comprising:

applying a pressure sufficient to maintain the contact between the transferrable image and the substrate while heat energy is supplied to the transferrable image.

31. The method of claim 29 wherein the panel is coated, and the supplying of heat energy further comprises:

selecting a temperature at which the coating on the panel becomes tacky so that the panel adheres releasably to the substrate.

32. The method of claim 31 wherein the panel is formed from a material selected from the group consisting of clay coated newsback, natural kraft, uncoated recycled board, solid bleached sulfate and coated unbleached kraft.

33. The method of claim 29 wherein the substrate is a fabric article.

34. A composition for printing at least one image comprising:

a printing ink; and

a sublimation dye blended with the printing ink.

35. The composition of claim 34 wherein the printing ink and the sublimation dye are miscible and one of solvent and water-based.

36. The composition of claim 34 wherein the sublimation dye is a disperse dye.

37. The composition of claim 36 wherein the disperse dye is selected from the group consisting of azo, anthraquinone, quinophthalone, nitro, azomethine, and styryl-type dyes.

38. The composition of claim 34 wherein the sublimation dye and the printing ink are suitable for at least one of rotogravure, lithography, screen, silkscreen, and flexographic printing.